

# CHARLES E. DOOLIN, CORPORATION FOUNDED FRITO CO.

DALLAS, Tex., July 23 (AP)  
—Charles Elmer Doolin, founder and board chairman of the Frito Company, died yesterday. He had suffered a heart attack Saturday. His age was 56.

Mr. Doolin was born in Kansas City, Kan., and went to San Antonio, Tex., as a child. He made his start in business in San Antonio and moved to Dallas in 1933.

Mr. Doolin ate his first corn chip in 1932. A man who wanted to return to Mexico was making them in a San Antonio cafe. Mr. Doolin, borrowing \$75, gave the man \$100 for his recipe and an old potato dicer and began the Frito business. It now has twenty-two plants in eighteen cities. Last year its gross sales were more than \$51,000,000.

Survivors include his widow; four sons, Ronald, Charles Wesley, Earl Leslie and Patrick Daniel Doolin; two daughters, Kaleta Ann and Willa Dean Doolin, and a brother, Earl Doolin, all of Dallas.



# Snack Boom Fattens Frito-Lay, Inc.

NEW YORK (AP)—More and more people are eating between-meal snacks at mealtime, says Fladger F. Tannery. And nothing could make him happier.

It's one reason why he sees a rich future for the industry his company helped create.

Tannery, a drawling Texan who has a doctor of philosophy degree in accounting, is president of a little giant, Frito-Lay, Inc.

The Dallas company, best known for its "Fritos" brand corn chips but also a major factor in the nation's potato chip market and the producer of a broad line of specialty foods, is rated one of the biggest snack-food producers (sales of \$165.2 million, profit of \$6.6 million in 1963).

TANNERY WAS interviewed with chief executive officer Herman W. Lay while in town for ceremonies marking Frito-Lay's listing on the New York Stock Exchange. As a gag, they dyed some of their product and offered "a new kind of blue chip.")

Tannery, a rudy-faced man with white hair parted in the middle, said snacks are increasingly becoming a part of regular meals. Potato chips, for instance, are a familiar part of bagged lunches for school children and fathers, he said.

To capitalize on this, the company prepares many products in six-packs—a cluster of lunch-sized packages.

"You'll be surprised how many of these little bags you'll see around construction sites," Tannery said.

Also, said Tannery, the use of potato chips, corn chips and other snack items in casseroles and other main dish recipes is gaining favor.

**THIS TREND**, and expectation of more leisure-time snacking, is why Tannery and Lay believe their chip and pretzel products—the things that got them started — are still the items with best growth possibilities.

The company traces half its parentage to the day a San Antonio ice cream salesman sampled a package of deep-fried corn dough pieces at a

lunch counter in 1932. The salesman, Elmer Doolin, sought the maker, who was anxious to return to his native Mexico. Doolin bought the brand name "Fritos," the recipe (an old Mexican bread mix) and a hand-press for \$100. By the time Doolin died in 1959, he had a multi-million dollar business.

The company merged in 1962 with H. W. Lay & Co., an Atlanta potato chip firm that Herman Lay had built upon from a one-man distribution route.

The combined company is currently engaged in litigation with the federal trade commission which charges, and Frito-Lay denies, that its acquisitions have lessened competition in the sale of potato and corn chips.

